Mission
Applewood Centers fosters solutions for children, youth and families.

Vision
Applewood Centers is a leader in improving the lives of children in Ohio by providing high quality behavioral healthcare and out-of-home services for children and their families.

Our commitment is to:
- Deliver high quality, results focused programs and services
- Ensure the agency’s long-term economic viability
- Develop a diverse team of skilled professionals
- Build on over 175 years of excellence in service
- Serve a diverse population reflective of our community
- Monitor and ensure desired outcomes for children
- Employ training and technology to best support excellent service
- Embrace our core values in all we do.

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Dear Friends

The past year has been a very eventful and exciting one for Applewood Centers. In 2007, we celebrated the 175th anniversary of our agency – the Children’s Aid Society Campus was started in 1832 as the first public school in Cleveland, and one of the nation’s oldest charities. The years have taken us through many transitions, partnerships, mergers and affiliations. Along the way, programs have evolved to meet the changing needs of the community and of the children and families we are here to serve.

This year, yet another important partnership developed. In December, Applewood officially affiliated with the Wingspan Care Group, the umbrella organization that provides administrative services to Bellefaire Jewish Children’s Bureau and several other organizations. This affiliation gives both Applewood and Bellefaire the opportunity to benefit from each other’s strengths while preserving the programs and identities of each of these longstanding agencies.

Many of you have made major contributions to the endeavors and accomplishments we describe in the following pages. Generous private foundation funding allowed us to launch a community-wide awareness campaign, letting the public know that children’s mental health issues are “real, painful, and treatable”; to invest in much-needed technology upgrades; and to support our affiliation process. And gifts of time and dollars from many individuals supported our 175th activities, and assisted us in offering special events, programming, and other support for children in our care. For all of your generous contributions, we express our sincere appreciation.

In the coming year we look forward to the unfolding of our partnership with Wingspan, and to the opportunities it will bring to the delivery of services to children and families. Thank you again for your commitment to Applewood Centers.

Very truly yours,

Richard A. Paulson
Interim Executive Director

Dan A. Bragg
Chair, Applewood Centers Board of Directors
Children and adolescents who received:

**Outpatient Counseling & Psychiatry Services:** 4,620

**Community Psychiatric Supportive Treatment:** 786

Treatment in our **Residential Programs:** 576

Treatment in our **Partial Hospitalization Program:** 110

Number of children served in **Foster Care:** 60

Number of children provided permanency through **Adoption:** 3

Students who attended the **Eleanor Gerson School:** 50

Professionals and providers who received **Training:** 918

Number of schools in which we provided our **School Based Services**

- Cuyahoga County: 34
- Lorain County: 23

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**Service Statistics**

*July 1, 2006 - June 30, 2007*

**Expenses by Program**

- **Behavioral Health Services:** 48.63%
- **Residential Services:** 27.81%
- **Evaluation Training & Quality Improvement:** 2.02%
- **Family & Child Development:** 4.44%
- **Gerson School Programs:** 3.66%
- **Management & General, Fundraising:** 13%
- **Depreciation, Equipment and Other:** 5%
- **Salary & Benefits:** 69%

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**Consolidated Expenses by Type**

- **Salary & Benefits:** 69%
- **Occupancy:** 11%
- **Depreciation, Equipment and Other:** 5%
- **Development:** 2%
- **Foster Parents and Other Professional Fees:** 13%
- **Occupancy:** 11%
- **Depreciation, Equipment and Other:** 5%
- **Salary & Benefits:** 69%

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**Trend of Administrative Cost (including fundraising)**

- FY 00: 14.24%
- FY 01: 14.15%
- FY 02: 14.04%
- FY 03: 13.92%
- FY 04: 13.80%
- FY 05: 13.68%
- FY 06: 13.56%
- FY 07: 13.44%
We would like to thank the following foundations for their support in 2007:

The Cleveland Foundation, for supporting the affiliation process with Wingspan Care Group.

The William J. and Dorothy K. O’Neill Foundation and the Eva L. and Joseph M. Bruening Foundation, for supporting an agency-wide technology upgrade designed to improve client services and administrative support with new hardware and upgraded database and billing software.

The Thomas H. White Foundation and the Community West Foundation, for creating a therapist in residence position, and supporting staff training in and implementation of trauma-focused cognitive behavioral therapy.

The Woodruff Foundation, for supporting a pilot project which integrates behavioral health care with primary care at the Northeast Ohio Neighborhood Health Services Hough Medical Center.
O v e r c o m i n g  m a n y  d e f i c i t s

One young boy has succeeded in beating the odds

Samuel, 11, was born addicted to substances. His condition was so bad, he wasn’t expected to live. Yet, despite his tough start, he weathered through. He was home schooled until the 3rd grade, and at that time his mother passed away and his sister left the home. In addition, he had witnessed his sister being raped.

His father is currently battling cancer. Yet another disruption in his life included changing neighborhoods and starting at public school for the first time.

Not surprisingly, he came to Applewood Centers exhibiting negative behaviors, specifically anger and impulsivity.

After working with his caseworker, Yvonne, and Dr. Johns his psychiatrist, he has learned how to better manage feelings of anger and frustration.

“He’s taken a rather negative entrance into this world and turned it into a positive,” says Yvonne. “Samuel’s dad and I call him MacGyver because he can take a box and make it into a toy...making something out of nothing.”

Amazingly, Samuel has been able to maintain an A average at school, is getting good reports from his teachers, and has overcome many deficits he experienced early in his life.

Client’s name and image have been changed to protect privacy.

O r g a n i z a t i o n  f i n a n c e s

Community Psychiatric Supportive Treatment (CPST) A number of CPST teams provide services for children and youth: with emotional and behavioral disturbance; who have been witnesses of violence; who are reunifying with their families and/or are in conflict with their parents.

Psychiatry Services Include psychiatric evaluations, medication management, and consultation with primary care physicians regarding psychiatric medications.

Samuel received these services from our Jones Campus.

L o c a l  f o u n d a t i o n  h e l p s  u s  r a i s e  a w a r e n e s s

Children’s mental health problems are real, painful and treatable

In early 2007, we were very pleased to receive a $100,000 award from the Margaret Clark Morgan Foundation. This gift has helped us to better educate and connect caregivers to child behavioral health education materials and services.

With this support, a year-long Give Children a Chance to Heal multi-media campaign was launched in Lorain, Cuyahoga and part of Summit counties. In addition, funds from the grant have also been used to fund various art projects and vocal chorus training with the Singing Angels for children enrolled in one of our residential treatment programs.

The campaign message that “children’s mental health problems are real, painful and treatable” has been delivered through a number of media in Northeast Ohio. Billboards, television programming, and television and magazine advertising have all provided targeted messages and a call to action to caregivers to seek help on a host of child mental health issues including depression, anxiety, suicide prevention, Attention Deficit Hyperactivity Disorder, among others.

In addition, Applewood’s recording of four segments for a cable TV program called Medical Matters TV provided expansive coverage to over 1.5 million Northeast Ohio households. The segments provided in-depth coverage and conversations on the target areas. As part of the segments, viewers were supplied with phone numbers for United Way First Call for Help in Cuyahoga, Lorain, and Summit counties, as well as the mental health boards in each county and Applewood Centers. Throughout the month of October, these segments ran on TV15 and TV22 in Cleveland and in Akron on TV23.
State-funded, 6-year study complete

Findings reveal using an evidenced-based treatment protocol, in its entirety, is most effective in realizing successful outcomes

In 2001, Applewood began a study, funded by the Ohio Department of Mental Health, to compare the effectiveness of treatment for children who receive standard counseling services to those who participate in a research or “evidence-based” practice.

The target population was youth ages 3 to 9 with oppositional defiant and related disorders.

As part of the study, a method was developed to measure the procedures in traditional therapy in a community behavioral health setting. The study then: 1.) examined the relationships between these procedures, treatment outcome, and parents’ satisfaction with their child’s therapy; 2.) enlisted a research based practice called Helping the Noncompliant Child1 to a community clinical setting; and 3.) compared the effectiveness of the evidence-based practice to standard treatment.

What was found is that when the evidenced-based treatment protocol was administered in its entirety, treatment outcomes were very good. Almost three times as many parents whose children were treated with the evidence-based protocol ended therapy because goals had been met versus the parents whose children received standard treatment, who ended therapy because of practical obstacles.

These results speak to the need for ongoing funding to enable providers to receive the training and supervision necessary to implement and maintain effective evidence-based treatment practices.

To view the complete study, visit our website at www.applewoodcenters.org, choose For Professionals, then Research.

1McMahon & Forehand, 2003

Programs

Behavioral Health Services
- Counseling
- Psychiatry Services
- Partial Hospitalization
- Day Treatment
- School Based Services
- Early Childhood Mental Health
- Special Needs Child Care Consultation
- Community Psychiatric Supportive Treatment (CPST)
- Multisystemic Therapy (MST)

Out-of-Home Care Services
- Residential Treatment
- Shelter Care
- Independent Living
- Dual Diagnosis Residential Treatment
- Adoption & Foster Care

Other Programs
- Eleanor Gerson School
- Continuing Professional Education
- Internship Programs*
- Research Partnerships
- Bilingual Services

*Include: an American Psychological Association-accredited program for those seeking a doctoral degree in psychology; a program offered in partnership with local graduate programs for those seeking a master’s degree in social work; and a program for psychiatry residents from Case Western Reserve University and University Hospitals of Cleveland.

Affiliations

Alliance of Child Caring Service Providers
- Child Welfare League of America
- Council on Accreditation
- Mental Health Advocacy Coalition
- National Alliance on Mental Illness
- New Directions
- Ohio Council of Behavioral Healthcare Providers
- Ohio Association of Child Caring Agencies
- Ohio Departments of Education, Mental Health, and Job and Family Services
- United Way Services of Greater Cleveland
- Voices for Ohio’s Children
- Wingspan Care Group
Thank you

The following individuals, corporations and foundations contributed to Applewood Centers between July 1, 2006, and June 30, 2007. Thank you for your support and trust as we help children, youth and families manage life’s challenges.

We make every effort to ensure that donors’ names and contributions are reported accurately. If you believe we have made an error, please accept our apology and call the Development Office at (216) 521-6511 ext. 1747 and we will be happy to make a correction in our records.

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